

### DRUMMER?

An occupation that is always attractive to the average Amertean boy, who sees only its surface features and does not take into consideration the energy and hard work so essential to its success. It is a profitable calling, however, for those who master its difficulties and attend strictly to business. By C. W. JENNINGS.

NE of the most attractive of business men to the average youth is the drummer, or traveling man, or commercial traveler, or commercial salesman, or traveling salesman, as he is called in various parts of the country. This ad-

miration on the part of the American boy, who is always on the lookout for some lifework that appeals atrongly to his idea of what is both agreeable and profitable, is due to the appearance of comfort and prosperity which the traveling man presents when "on the road." This, of course, is only a surface feature of the business and does not do away with the fact that underneath this apparently care-free exterior there is the same necessity for the exercise of good business ability and application that char-

acterise most other occupations. Your boy who has an ambition to adopt this calling should be made acquainted at once with the facts in the case. He should be convinced right at the start that the traveling man's gold is not all glitter, and that he is one of the hardest worked individuals to be found among those who are trying to get on in the world.

That wagon load of trunks which he so blandly orders sent to the sample rooms of the hetel has to be unpacked, every one of them, and the contents attractively spread out on counters. and shelves-and he must do it all himself, because it is his taste and knowledge of goods which must be used in arranging them so attractively as to hypnotize the local customer into buying. After a few hours these samples must all be packed again and sent on to the next town. The traveling man's easy affability and happy-go-lucky expression is not assumed much for pastime, but for the purpose of selling goods, and to sell goods in these days of strenuous competition means the hardest kind of work and study and acuteness. And, furthermore, as he works on a commission basis, either directly or indirectly, his success depends entirely upon his own efforts. This is more

But if your boy still insists on being a drummer it is quite possible for him to be one and also have shead of him the prospect of as great success as attile life.

general in his case than in most oc-

The best way for him to begin is the institution the better. However, with the result that the latter have will not be able to earn his living the first year; for this time will be spent largely in getting acquainted with the rudiments of the business. Say he is a good, healthy lad of 16 or so, with the ordinary common school education. He had better choose the particular line of mercantile business he wishes to follow before he makes his beginning, as it will be somewhat difficult to make a change afterward. He will be paid anywhere from \$50 to \$150 for the first year's work, or from \$4 to \$12.50 a month, and will be put to work in the stock room.

Let us, for example, say that he has chosen a wholesale grocery firm and that he is assigned to the soup department. Here he will see an almost endless variety of scaps, from the high priced dainty kind used in my lady's boudoir to the yellow laundry soap, and it will be his duty to see that this stock is kept up and is always in order. Whenever any of the goods are depleted, he will report to the head of the department and they will be replenished.

Then he should be careful to note of the way visiting customers are attended to by resident salesmen, and after a year or so he will have opportunity of waiting upon somebody himself. If he makes good at this, he will have more of the same work to do, and after awhile will, perhaps, be able to show that he can take care of the most troublesome of customers. Then-it may be after four or five years' work-he can realize his ambi-

tion to be sent on the road. During all this time he will have been absorbing everything he possibly can from the regular traveling men when they come back to headquarters, studying their methods of approaching and handling the retailers and the general technical phases of the business. He will also find that one of the fundamentals of a traveling salesman is to know all about the goods be handles. This includes a close analysis of the soap itself, a knowledge of the process of manufacture, of where the raw material comes from, of its chemical composition, of

the prices at which it is sold and the lowest price at which it can be sold profitably, of what the freight rates will be to the town of the customer, of the terms of sale, of the financial standing of the merchants he will encounter in his search for trade, of what competitors are able to offer in

the way of prices, quality, etc. In short, he must be able to answer entisfactorily every possible question and argument that may be offered by a prospective buyer. And, finallywhich is the crux of the entire matter -he must be able to get the man's order. The most successful drummer of soap probably knows more about scaps of all kinds than any other man

During this process of acquiring knowledge and experience your boy's pay has steadily grown from the original eight or ten dollars a month of the first year to nearly double that the second, and up to \$30 or \$40 by the time he is waiting on customers.

On the road, he will be started at \$75 to \$100 a month and traveling expenses, and he must be able, as always during his traveling salesmanship, to earn his pay. He will probably be given an unimportant section of a little corner of new territory until he has proved himself, when his route will gradually be enlarged according to the needs of the firm and his own peculiar ability. Some traveling men are more successful among village merchants than in the large cities, and vice versa.

From this point on there is steady advancement, as your boy grows in experience and ability, and he will be getting acquainted with the other goods handled by his firm so as to sell everything on its list. As he advances his pay will increase until it reaches and passes the general average of about \$1,800 a year and ex-

He will find that the firm is expecting him to be able to take care of larger and larger contracts, until he can go to a newcomer who is opening a large retail store in St. Louis, cr Chicago, or Minneapolis, or some other large city and persuade him to place his entire order, or nearly all, with his firm, even though it should amount to as much as \$100,000. By the time he reaches this height he will be getting anything from \$3,500 to \$10,000 a year. Some traveling salesmen earn even more than this.

Once a traveling man, always a traveling man, is generally the case; but if your boy has the domestic instinct and wishes to settle down, he will not lack opportunity; for he can become the head of the local sales department at a good salary or else he can take up the buying end, which offers even greater pay. Anyhow, he has achieved a large and hasting success.

Some boys who live in small towns have made their start by getting a job tends the other branches of mercan- in one of the local stores, learning all they could about the business and made it a point to attract the favorwith some wholesale house, the larger able notice of visiting traveling men, unless in the rarest of instances, he recomended them to their own firms, and the latter have put them into the stock department, or even on the road, at living remuneration.

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John D. as a Jester.

Every little while Cousin John Rockefeller does something to add another plank of evidence to the theory that he has a deep-scated sense of humor. He is becoming more and more of a glddy sort of jester. A short time before the Rockefel-

lers left here for the east, Cousin Rockefeller and a number of friends were out a golfing. Several women, wives and friends of a number of the contastants, were present, and John D. was having great sport poking fun at the golfers whenever one of them would make a poor stroke. The women laughed heartily at the expense of the erring player whenever John would spring one of his funny gibes and the oil refiner was in high glee. It came the turn of one player who

had just taken up the game a week or two previously, but who averaged as good a game as most of the others. "You'd better explain to the ladies." he whispered to his host, "that I am

just a beginner." "Tell them you're just a beginner," repeated John, loud enough for all to hear, "Why, man, do you think any of the ladies present are so stupid that they won't know that when they see you drive off?"-Cleveland Plain Dealer.

And the Story Came True, Fox-Do you believe in reincarna-

tion? Goose-Well, really, I hadn't though about it. Why?

Fox-Because something tells me you will shortly be turned into a fox.

Stood Examination Well, "Did you have any trouble in getting through the custom-house?" "No internal injuries."-Life.

## THE PRICE OF LAND INCREASING

THE "BACK TO THE LAND" CRY IS EFFECTIVE.

Traveling through the state of Iowa the other day, and Iowa is no exception to the story about to be related, the writer was shown a farm that was offered three years ago for \$250 an ly cured in eight days. The scalp was acre. That appeared to be a high figure for land upon which the owner depended upon the crops of corn, hogs and cattle that could be raised upon But it wasn't. A few weeks since | Every form of eruptive skin disease the farm changed hands at \$325 an yields to Rounol cintment. It cures acre. Over in Illinois, down in Indiana, up in Wisconsin, across the line in Minnesota, the same expertence was met with. And then attention is directed to Canada, which has been the Mecca of so many hundred thousand Americans during the past lew years. Not only in Eastern Canada has the price of lands increased, but in Western Canada, during the past few weeks, farm lands have increased from three to five dollars an

acre, with the prospect of a similar advance during the next three months. The reason for this is very apparent, and in a few words it may be pointed out that the lands are worth a great deal more than the present prices. The Northwestern Agriculturist of Minneapolis, a paper that was one of the first of the American farm papers to discover the real merits of the lands of Manitoba, Saskatchewan and Alberta, says: "The reciprocity schedule would encourage American farmers to move to Canada, where the virgin soil will produce greater crops of grain with less labor than can be produced in our own farms in the Northwest. The result will be to enhance land values in Canada." This paper is afraid land values in Canada will be enhanced at the expense of land values in the United States. In face of the fact that land values in the United States are increasing the reasoning scarcely holds. The reason for the advance in value of Canadian lands is partly accounted from the fact, admitted by this paper, that Canada's virgin soil will produce "greater crops of grain with less labor." But that is not the only reason. During the past twelve months 220,000 people have made Canada their home and these are mostly of the farming class. They want farms, and the demand as well as the wealth of the soil is regulating the price. A study of the increase in the acreage of land put under crop last year, which can be had from any Canadian government representative, will prove the point, that

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would have predicted.

the demand is increasing at a greater



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Police Sergeant-John Smith alias

New Magistrate-Ladies first, al-Let Alice Williams take the

His Destiny. "I wish Willie had been born a

girl!" "Why "

"Oh, he is such a cry baby! I wish could do something to stop his snivelling at everything that comes

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The One Destination. "Is there any field for new poets." "Yes, potter's field."-Lippincott's Magazine.

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Words are wise men's counters; they do but reckon by them, but they are the money of fools.-Thomas Hobbes.

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Man without patience is the lamp without oil; pride in a rage is a bad counsellor.—A. de Musset.

Lewis' Single Binder straight 5e cigar made to satisfy the smoker.

Ignorance of one's misfortune is clear gain.-Euripides.

# THE HATP WILL SUFFER

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